1. (Currently Amended) A method, comprising:

receiving an order for a pre-recorded audio segment or a pre-recorded video segment ~~data~~ offered in a broadcast based on a user selection made while viewing the broadcast through a video viewing system;

wherein the step of receiving the order comprises recording a time and channel being viewed by the user, transmitting the order from the video viewing system to a server and data storage device, matching the recorded time and channel to identify desired pre-recorded audio or pre-recorded video segment ~~data~~;

wherein the step of matching the recorded time and channel comprises positioning the broadcast to correspond to the recorded time and channel, extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either a pre-recorded audio segment or a pre-recorded video segment; and

transmitting the requested pre-recorded audio or pre-recorded video ~~data~~ segment to the user.

2. (Canceled)

3. (Previously amended) The method of claim 1, wherein a user identification number is recorded along with the time and channel viewed.

4. (Previously amended) The method of claim 1, wherein an encrypted credit or debit card number is recorded along with the time and channel viewed.

5. (Currently amended) The method of claim 1, wherein the order ~~for data~~ is appended to a communication between the video viewing system and a server regulating the broadcast received via a communications medium.

6. (Original) The method of claim 1, further including: receiving from the user preprogrammed instructions detailing a method of transmission.

7. (Original) The method of claim 3, wherein the user identification number determines a method of transmission.

8. (Currently amended) A system comprising:

a video viewing system for displaying video programs and receiving orders for pre-recorded audio or pre-recorded video ~~data~~ segments offered in a broadcast;

wherein the system for receiving orders includes a means for recording a time and channel being viewed by the user when ordering, a server for receiving and processing orders for pre-recorded audio or pre-corded video ~~data~~ segments and means for matching the recorded time and channel to identify ~~the~~ desired pre-recorded audio or pre-recorded video ~~data~~ segments, wherein the means for matching the recorded time and channel to identify

the desired segments includes positioning the broadcast to correspond to the recorded time and channel, extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either a pre-recorded audio segment or a pre-recorded video segment; a communications medium between the video viewing system and the server; and a link between the server and the viewer for delivery of the pre-recorded audio or pre-recorded video data in a portable electronic form.

9. (Previously amended) The system of claim 8, wherein the system comprises:

a set-top box; and

a video viewing media.

10. (Original) The system of claim 8, wherein the video viewing system includes a cursor control which allows a user to signal selection by placing the cursor in a specific area, or "hot" area, of the viewing medium's screen.

11. (Original) The system of claim 8, wherein the video viewing system includes a remote control with an "activate" button, which signals selection of an audio or video data program.

12. (Currently amended) The system of claim 8, wherein the order for a pre-recorded ~~data~~ segment is appended to the normal regular

communications between the video viewing system and a server regulating the broadcast received via a communications medium.

13. (Original) The system of claim 8, wherein more than one server and mass data storage unit service the video viewing system.

14. (Currently amended) The system of claim 8, wherein the requested pre-recorded ~~data~~ segment is transmitted via a broadcast system to the user's video viewing system.

15. (Currently amended) The system of claim 14, wherein the video viewing system includes an audio or video file player that can download the pre-recorded audio or pre-recorded video ~~data~~ segment from a port.

16. (Currently amended) The system of claim 14, wherein the video viewing system includes a removable memory media that stores the pre-recorded audio or pre-recorded video ~~data~~ segment.

17. (Currently amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method comprising:

receiving an order for a pre-recorded audio or a pre-recorded video ~~data~~ segment offered in a video broadcast based on a user selection made while viewing a video broadcast through a video viewing system;

wherein the step of receiving the order comprises recording a time and channel being viewed by the user, transmitting the order from the video viewing system to a server and data storage device, matching the recorded time and channel to identify desired pre-recorded audio or pre-recorded video segment ~~data~~;

wherein the step of matching the recorded time and channel comprises positioning the broadcast to correspond to the recorded time and channel, extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either a pre-recorded audio segment or a pre-recorded video segment; and

transmitting the requested pre-recorded audio or pre-recorded video ~~data~~ segment to the user in a portable electronic form.

18. (Canceled)

19. (Previously amended) The machine-readable storage medium of claim 17, wherein a user identification number is recorded along with a time and channel viewed.

20. (Currently amended) The machine-readable storage medium of claim 17, wherein the order for a pre-recorded ~~data~~ segment is appended to the normal regular communications between the video viewing system and a server regulating the broadcast received via a communications medium.

21. (Original) The machine-readable storage medium of claim 17, wherein the user preprograms into the video viewing system a method of transmission.